Communications and Community Outreach Committee
November 14, 2011
401 Hungerford Drive, Rockville, MD
Meeting Notes

Members Attending: Alicia Bazan-Jimenez, Elizabeth Brooks-Evans, Morty Davis, Marcia Pruzan, Charles Kauffman, Barbara Mulitz, Mona Negm, Marcia Pruzan, Spencer Schron, Judy Welles

Liaisons: Pazit Aviv

Guests: Sarah Gotbaum, Karla Silvestre (OCP)

Topic	Discussion Points	Decisions/follow-up
Diversity Outreach: A Discussion with Guests	Karla Silvestre, Latino Community Outreach specialist in the Office of Community Partnerships, informed the committee that her office focused on Latino youth and there had been a study by a non-profit group that outlined the needs for youth in the community. Committee members pointed out that more than half of all Maryland Latino seniors live in Montgomery County. The Committee discussed the need for data on the needs of older adults in the Latino community which OCP does not currently have. Karla described outreach mechanisms used by her office and the HHS department to reach out to Latino community, e.g. outreach to Latino non-profit groups, community lay workers who volunteer as health promoters to disseminate public health messages. Karla said that she will initiate work in her office to reach out to seniors in the Latino community as well as work with COA in its efforts to reach out to the community. CCO discussed ways to focus on efforts concerning outreach to diverse communities. Karla noted the importance of Spanish-speaking radio and also community centers as possible ways to reach Latinos. She and CCO members observed that Latino seniors are more likely to stay at home and not go to community centers, but outreach could focus on younger family members at centers and elsewhere who can communicate information to elders in their homes.	Karla will send Odile and CCO her outreach list of Latino groups, highlighting those that could help with outreach to Latino Seniors. Karla also will look into what data may exist on needs of older adults in the Latino community. CCO recommended that she contact Charles Smith.

	Mona Negm recommended that a smaller group of the Committee be formed to focus on finding data and developing outreach plans for diverse communities. Judy Welles noted that COA has placed diversity issues as a priority for all COA committees to address. Consensus was reached on the need to form a CCO Subcommittee on Diversity to be led by Mona. Karla Silvestre will also participate in this subcommittee. This subcommittee will seek a demographic profile of diverse communities in Montgomery County, best practices on diversity outreach from other counties and states, and make recommendations on diversity issues and outreach to CCO. After discussion, CCO will advance recommendations for possible COA action in advising HHS, OCP and other county offices as needed.	Mona Negm will develop a plan and objectives for a CCO Subcommittee on Diversity and report at the December 12, 2011 meeting. The Subcommittee activities will be part of each CCO meeting agenda.
Stakeholder Outreach	Karla will be sending her list of 15-20 non profit community based Latino groups to Odile to be added to COA Stakeholder List.

It was also suggested that research/policy groups with knowledge of diverse communities with seniors be added to COA Stakeholder List.

CCO Committee discussed the need to maintain ongoing communication with Stakeholder groups. Barbara Mulitz proposed a pilot project of a periodic email describing COA decisions and actions. She suggested COA committees could draft a paragraph email highlighting their important actions for the COA Chair to send; Sharon Briggs would use the stakeholder email list. Such emails would include contact information for questions and would refer to the COA website which would need to be maintained and updated.

CCO discussed a process for having individual COA members develop relationships with Stakeholders and proposed the following for COA:
1) CCO poll COA members at next meeting on which groups individual members have an existing relationship.
2) COA members with and without existing relationships should select a Stakeholder group with whom they would like to establish a relationship and inform CCO.
3) COA members should contact their selected group, identify when their meetings are held, attend those meetings, and give feedback to CCO.
4) COA members should keep their respective selected groups informed of relevant COA actions and provide feedback to CCO on their Stakeholder group actions and issues. | Develop email to Stakeholder groups on summer studies and also on a Stakeholder meeting to be held in February, date to come. A planning group will set date and agenda for a stakeholder forum.

CCO members need to add groups to Stakeholder list.

CCO will recommend process for COA members relating to Stakeholder groups. |

Senior Summit Communications Workgroup	November 3rd meeting of Senior Summit Communications Workgroup devoted to how to recruit volunteer drivers for senior transportation programs and other transportation issues. It was announced that Seniors Today was now linked with YouTube.	
Gazette, Senior Section	The recent Gazette Senior Section appeared to be an advertisement brochure for senior related services and products and not a useful senior information resource.	
Next meeting:	December 12, 2011 401 Hungerford Drive, Rockville, MD 6th Floor Conference Room	